

THE

QUILL

A MAGAZINE FOR JOURNALISTS



September 1954

A PHOTOGRAPH BY ALFRED STIEGLITZ
This group of communists, all by actual count, took the Communist
turn of the Big Four leaders, which all newspaper readers saw.

30 Cents

Bylines in This Issue

AS a native of a small Iowa town, **John M. Henry** has been interested in country newspaper columns during his entire adult life. "The Weekly May Tread Softly—But It Can Pack a Potent Column" (page 8) summarizes some of the conclusions he has reached on that subject.

Henry attended the University of Kansas, where he studied under Prof. L. N. Flint of the journalism school, then an authority on columns. He returned to Iowa to edit the one-man *Botna Valley News* of his home town, Macedonia, and a year later joined the staff of the Council Bluffs (Ia.) *Nonpareil*. For both newspapers he began columns. With the *Nonpareil* he began quoting the editorial page wit and the columns of such southwestern Iowa newspapers as published that kind of material.

During the 1920s Henry published two booklets on columns, setting out the formula for the "paragraph" which

was most quoted. His own columns at that time were being quoted more often than any other in the old *Literary Digest*, a forum of wit for that day.

In the early 1930s Henry began radio management, and there developed programs quoting the country newspaper columns. He joined the *Des Moines Register* and *Tribune* in the early 1940s, and there organized the columnists of the state in an association which now has its own publication, radio program and annual book of quotations.

Meantime he edited "Main Street U. S. A.," a book of quotations from American small town columns, was co-author of the text, "How to Write Columns," and now writes regularly columns for *Publisher's Auxiliary* and *National Publisher*, and contributes to *Ladies' Home Journal*, *Woman's Home Companion*, *Good Housekeeping*, *Look* and similar magazines, always from country newspaper columns.

EXPERIENCE as a reporter for the Salt Lake Tribune from 1941 to 1944, while still attending high school and college, gave **Milton Hollstein**, author of "Specialization—A News Problem and Challenge" (page 7), an early introduction to journalism.

Following a 1944-46 Navy hitch he rejoined the Tribune staff and continued with that organization until 1952 with time out to edit the student daily at the University of Utah, obtain a master's degree from Columbia's Graduate School of Journalism, and handle a brief stint as reporter for the Salt Lake City *Deseret News*.

He moved to the University of Utah in 1952 as assistant director of public relations and instructor in journalism. After a year there he spent two years at the State University of Iowa, working on his Ph.D. in mass communications, which was conferred last February. Since then he has been director of publicity and assistant professor of journalism at Humboldt State College, Arcata, Calif.

ISNT a college science publicist's first duty to give the public all sides of a laboratory advance, exactly as a good police reporter would do on a different sort of story? Doesn't this obligation transcend even loyalty to Alma Mater's possible advantage? **Dwight M. Bannister** thinks so, and cites some examples, in "That Right

to Know Also Includes Science" (page 11).

Now an assistant professor and assistant editor at Iowa State College, Bannister is also a partner in the weekly Oakland (Iowa) *Acorn*. He has been newspaper reporter, editor and publisher since his graduation from Northwestern University's Medill School of Journalism in 1928.

He covered sports for the Springfield (Ohio) *Daily News* and worked for a Chicago advertising agency before going to Iowa in 1929. In that state he was courthouse reporter for the Davenport *Times* and state editor of the Ottumwa *Daily Courier* before becoming publisher of the semi-weekly Decorah *Journal* in 1944. He has had his present interests since 1951.

He has been active in community and professional groups and a contributor to newspaper syndicates as well as *THE QUILL*.

IN the August issue of *THE QUILL*, **Everton Conger** wrote of the strange news values that result from India's highly varied races, religions and journalistic traditions. The Jerusalem *Post*, only daily newspaper published in English in Israel, has a quite different but equally amusing problem.

The copy of its American and English born staff is set and proof read by workmen speaking a dozen tongues besides the common Hebrew. In "A Daily in English Has Its Peculiar Problems in the Babel of Israel" (page 10), **Marlin Levin** tells how his fellow editors double and triple check proof to avoid assorted typographical and grammatical "horrors" in both advertising and editorial content.

Marvin has been reporter, rewrite-man, copyreader and night editor for the *Post* and is now chief of its Jerusalem Bureau, one of three maintained at principal cities. A journalism graduate of Temple University, he worked on the news staff of Philadelphia's WFIL and on *Women's Wear Daily* in New York before going to Israel in 1947.

The *Post* is, of course, nationally circulated which explains bureaus at such cities as Tel Aviv and Haifa. The Jerusalem bureau is, in effect, a city staff reporting the Jerusalem area and also assigning men to cabinet and parliamentary coverage.

In addition to riding herd on his men and their copy, Marlin himself covers the prime minister's office and the United Nations in Jerusalem. He also draws such occasional assignments as the visit of Burmese Prime Minister U Nu or talks along the Gaza armistice line.

He reports that although he served

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Young couple, journalism degrees by January 1956, experience front and back, want employment on weekly with opportunity of buying in if situation compatible after trial period. Prefer county seat of about 3,000. Veteran, 26 years old. Write Box 1114, *THE QUILL*. All responses held in confidence.

in both European and Pacific World War II theaters as a cryptographer, his closest shave in war was during the Israel fighting in 1947-48. On Feb. 1, 1948, he writes, "the Jerusalem Post was blown sky high with me inside it." Although he suffered nothing worse than shock, five were killed and many hurt.

During the siege of Jerusalem, the Post was in line of shell fire. "We couldn't get the paper out of the city," Marlin recalls, "so we stacked what we printed against the windows which faced the enemy lines. The papers were good protection against shell and mortar splinters."

From Quill Readers

Editor, The Quill:

Attention is called to page 15 of THE QUILL for June, 1955. In the fourth paragraph of the Pulitzer awards story mention is made of the Columbus Ledger also winning the National Headliners Club public service award for its coverage in Phenix City.

THE QUILL is in error on this point, for the Columbus Enquirer is the newspaper which received that honor. The Ledger and the Sunday Ledger-Enquirer were the recipients of the Pulitzer public service award this year. The Enquirer is the morning paper and the Ledger the evening paper.

The news staffs are separate and distinct and occupy separate news-rooms in the same building. Although both papers are published by the same corporation the competitive spirit is quite strong. We, on the Enquirer, are happy to have the Ledger join us in winning the Pulitzer. The Enquirer won that honor in 1926 for its exposé of the Ku Klux Klan in this area, not an unremarkable feat in those days.

Dick Berger,
The Columbus Enquirer
Columbus, Ga.

Editor's Note: THE QUILL stands corrected and regrets the error in mention of the second honor in connection with the Phenix City coverage. Both sets of awards, fortunately, were correctly listed in the tabular presentation of various journalistic honors elsewhere in the June Awards Number of the magazine.

THE QUILL for September, 1955



From where I sit by Joe Marsh

Handle With Care!

Tractors are like horses—or mules—in more ways than one. They can be pretty tricky if you don't know how to handle them just right.

Too many tractor accidents happen because of carelessness. The day grows hot and drowsy, the job grows monotonous—and bingo! Someone forgets to throttle down when making a turn, or something, and there's a bad spill . . . or maybe worse.

Credit Slim Hartman's missus for the fact that there's never been tractor trouble on their place. Midway through every morning and afternoon she brings him snacks. "He'll stay on the alert," she says, "if I get him off the tractor for ten minutes."

From where I sit, carelessness can cause plenty of harm in our off-the-job personal lives, too. For instance, suppose a neighbor prefers a glass of beer with supper. You might not share this particular preference with him—but if you're careless about protecting his right to choose, then your own freedom of choice is in real danger of being "plowed under."

Joe Marsh

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Ned H. Dearborn

President, National Safety Council:

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WITH 9 cars for every 8 American families, we are now truly a nation on wheels. But we have had to pay a price for this national mobility of ours. It has created a gigantic safety problem.

Here at the Safety Council we feel that thousands upon thousands of service stations throughout the country are performing a very

important service for greater nationwide highway safety.

It is an unsung service, too. When a service station attendant—in any of America's 200,000 service stations—cleans our windshield, checks the oil, tires, water and lights, or reminds us that it's time to lubricate for safety, most of us take it for granted — never thinking that this service may well be protecting us from a serious accident.

Furthermore, scientists, working in the laboratories of dozens of competing oil companies, are constantly introducing new safety factors into oil products.

But safety does not stop with customers and products. America's oil companies are always thinking of improving safety conditions for more than a million-and-a-half employees. As a result, 1953 figures show that the industry's accident frequency rate fell 35 to 40 percent below the 1946 level. This is one of the most remarkable industry improvement records ever encountered by the Safety Council.

The oil industry's fine safety record — for customer, employee and in product development — is a typical result of our competitive business system. Unlike state-controlled industry, in America each company depends on public good will — good will it must earn by providing good products, good service, good value and, above all, by being a good citizen.

At the National Safety Council we feel that the oil industry's efforts on behalf of public safety are citizenship of a high order.



Ned H. Dearborn, President of the National Safety Council since 1944 and a former Dean of New York University, comments on a vital aspect of the U. S. oil industry—its contributions to highway and industrial safety.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

THE QUILL for September, 1955

THE QUILL

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The Voice of the People Can Be Odd

FOUR years ago I wrote several thousand words for THE QUILL on that phenomenon common to most American newspapers and many foreign ones, Vox Pop. The article was a personal distillation (and a remarkably good-natured one, I find on rereading it) of perhaps 6,000 letters to the editor that I had edited or rejected.

In the intervening years I have listened to the voice of the people as a swing chore from my normal duties of writing editorials to give our readers fresh ammunition for our letter column. Recently I endured an especially bad run of these epistles that range from the urbane prose of important people to the scrawls that begin, in effect: "Dear Editor: You bum. I dare you to print this. . . ."

A stretch of hot and humid weather may have accounted for the exceptionally poor quality of letters. During that heat wave, one of our columnists philosophized that while the amateur is easily affected by circumstances, neither weather nor health nor bill collectors can throw the professional off his stride.

I did not need a columnist to tell me that very nearly all writers of letters to the editor are amateur. But he made me forgive the voice of the people some of its more maddening dissonances even while the experience strained my usual faith in their common sense. I found myself nourishing an unaccustomed sympathy with medieval lordlings who arose from their thrones to denounce Vox populi, vox Dei as dangerous nonsense.

IN fairness to the press, it must be admitted that it picked up only the first half of the ancient Latin tag and makes no pretense that its columns of letters to the editor are the voice of God. The newspaper attitude is more nearly the one which Jonathan Swift criticized when he said: "It is the folly of too many to mistake the echo of a London coffee house for the voice of the kingdom."

Dean Swift is generally considered to have been a cynical fellow and this is a luxury never permitted newspaper folk in print. And in fact the voice of the people can be very clear indeed. This is usually when great issues are drawn. Between such great issues, it can too often sound like several tunes recorded on the same record.

Infinite patience is frequently needed to sort out random sentences to enable the reader to say what he evidently intended to say. There is more reason for skilled editing of letters than making them conform to elementary grammar and the rudiments of libel law. There is often need to save the amateur from himself.

This applies even for publication of letters in newspapers like my own which take stern views on perverting a reader's intentions or "dehorning," as my immediate superior puts it, the fine furor of his indignation. Some of my most exasperating experiences have been with the more literate letters which make a stirring and logical argument based on something the newspaper simply did not print.

A newspaper has every right to append an editor's note to such letters although the net effect of this is often to make a well-intentioned reader look silly. I have found that a tactful phone call will usually straighten out such mistaken logicians. If the writer persists in asking for it, there seems no choice but to let him have it for the public to judge.

The literate letter writer, even when he uncovers his typewriter on a mistaken premise, is at one extreme. At the other, for my money, is the vituperative partisan who automatically turns on the abuse the moment the news gives him a chance to air his prejudices on such sensitive issues as race or religion.

The heat wave produced more than its share from the latter, usually of the "I dare you to print this" school. Such controversy should by no means be dodged by a letters to the editor column. I maintain, however, that such discussion should be confined to those who write with reasonable taste and honesty.

The majority of letters between these extremes do not add much to the understanding of either editors or other readers but they can be entertaining, and occasionally, very instructive. This is one reason for printing them. A still better reason for publishing a wide variety of letters to the editor is to let the public talk back in its own way.

A PUBLISHER in a major "monopoly" city commented not long ago that while competitive newspapers can screen letters for quality, the only paper in town must "cheerfully print letters that are merely illiterate or idiotic" because the writers have only a single "voice." I admire his scrupulosity and I must admit that I tend to pick the better letters for use in my competitive city.

But selectivity can be carried to excess even when there is a choice of "better" ones. If a Vox Pop column represents only the knowledgeable and the literate, it is not truly the voice of the people. At the moment I am impressed with a couplet by a contemporary of Dean Swift. Wrote Alexander Pope:

*The People's voice is odd;
It is, and it is not, the voice of God.*

CARL R. KESLER

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Specialization—A News Problem and Challenge

There are ways in which the small daily can participate in this trend, but it's not easy.

By MILTON HOLLSTEIN

ACCORDING to an admonition often drilled into journalism students, the ideal reporter is one who knows everything about everything. The ideal must stand unfulfilled, of course, because no one can know everything about anything. Particularly is this true in a world moving toward more and more specialization.

In most other professions the trend toward specialization is especially evident. Even before embarking on a so-called "general practice," physicians are electing to specialize in some field such as internal medicine. Even teaching is becoming more specialized.

It is a safe presumption that a reporter would not be practicing his trade if he did not have a good knowledge of communications skills, parts of which could be specialties in themselves. How much beyond his knowledge of getting and writing facts should the reporter specialize? How expert must he be when he deals with a particular type of story? How much specialization should be encouraged in the newsroom?

In an early post-war movie Allyn Joslyn was cast as a police reporter who suddenly was assigned a desk as "science editor" to meet the swelling demand for science stories. While he pined to be back on the police run, he tried to fill his void in scientific knowledge by reading "The Boy's Book of Science." Funny? Yes. Improbable? Not at all.

The demand for stories on special fields caught most newspapers short, thrown back usually upon the services of staffers who weren't specialists at all except in the business of getting and writing a story. Except for those that have circulations well over the six-figure mark, newspapers can scarcely afford staffs of "experts" who concentrate on particular fields in which lay readers now demand interpretation: science, medicine, education, politics, religion, automobiles, aviation, theater and the arts, or what have you. The number of full-time experts is in direct proportion to the size of the paper. For

every Brooks Atkinson dozens of newspapermen report on the theater once a season, or less frequently.

Luckily, a staffer frequently will take it upon himself to become thoroughly familiar with some field. A reporter in one city of 30,000 population recently won almost ecstatic praise from the art department of the nearby college for his intelligent handling of art reviews. He had an abiding interest in art that surpassed that of the dilettante. Drama was something else again. The college's drama department shudders when the newspaper's staffers review its plays.

Consider that nearly two-thirds of the daily newspapers in the United States are produced in and for cities of less than 25,000 population!

EVEN on newspapers that do have experts—again excluding the very large metropolitan dailies—the weakness is lack of depth. When the first team is out on assignment, or has a day off, or needs help in covering a story with many angles, the scrubs may be poor substitutes indeed.

I recall having to report on a smelter layoff one Sunday when the "business editor" was not on call. After preparing myself from clippings and some quick research I still offended the general manager of the firm by asking questions that seemed, to him, inane. He was used to dealing with a specialized reporter who had a comprehensive grasp of how smelters operate. (Here again we run against the problem of how little people know outside their own professions. I knew little about smelters; he knew little about public relations.)

Both in getting and writing a story specialized knowledge aids the reporter. Without special knowledge the reporter is likely to run head-on into the conflict between two injunctions: "be dumb, ask questions," and "don't show by your questions you don't understand the subject."

To illustrate how difficult it is to gain the rapport of the reader when dealing with a specialized subject on which the reporter is not an acknowl-



Backed up by newspaper training and a Ph.D., Milton Hollstein now teaches journalism at Humboldt State College.

edged expert, there's this case. A newspaper in a city of 200,000 population recently ran a series of articles similar to Rudolf Flesch's controversial "Why Johnny Can't Read." The articles were based on interviews and strove for balance and a local approach. The writer was a general assignments reporter, B.A., journalism. After one story a parent got the reporter on the phone and said (according to his own published account), "Are you a teacher, and have you ever taught a reading class?" No. "Then how are you qualified to write a series like this?"

Criticism of reporters who do a competent job but are not in themselves experts comes as a shock to those of us who have been taught that a good reporter can handle any story, provided he is thorough.

Unfortunately, readers *do* seem to want assurances nowadays that the writer is an expert when he deals with a specialized subject. Pick up any general-circulation women's magazine and note how many articles are signed by writers with the Ph.D. or M.D. behind their names. Try to market a free-lance article and see how editors demand an indication, not implicit in the article itself, that the writer is an authority on the subject matter.

A few years ago I walked innocently into the personnel office of a leading trade paper publisher, in New York, looking for a job. Did I

(Turn to page 16)



John M. Henry, a student of weekly columns for more than three decades, now directs public affairs for the Cowles newspapers in Des Moines.

GRANDFATHER was such a colorful editor back in the "personal journalism" days that when a movie outfit put out a picture on his kind of newspapering it "premiered" the film in his town. But it didn't find much of a town; grandfather was colorful, but he hadn't done much for the place where he lived.

His grandson, on the other hand, isn't colorful at all. But if a movie were premiered in his town, it would find it wasn't the only thing coming there. It would find factories moving in, new street improvements, school reorganization, better water and sanitation conditions, a new library, community clubs.

Grandfather and grandson are representative of two distinct periods in American country newspapering. Grandfather was of the colorful old journalism; grandson is of the present-day less colorful but more effective journalism. Grandfather shot off his influence in a dozen directions; grandson concentrates on his community.

But that isn't all of the story.

The influence of grandson, big now in his home town, is relatively new. It's really but only a decade or two that the country newspaper has packed much of a wallop. There was a period between grandfather and grandson—in father's day, let us say—when country newspapermen didn't pretend to be much more than printers, so far

For all of grandfather's color as an editor, he didn't change his town much; grandson has found, however, that

The Weekly May Tread Softly—But It Can Pack a Potent Column

By JOHN M. HENRY

as newspapering was concerned. That was in the teens, the 1920s and part of the 1930s, generally speaking.

During that quarter century such newspapermen didn't have many editorial pages, or if they made a gesture of a page they used boiler plate or syndicate stuff. A few, it is true, did have such pages—pages to which they gave much time and thought and research. But that didn't leave the editors enough time for handling advertising, circulation, production of the paper and job printing, and before long a competitor without an editorial page took them over.

That was the situation until about the latter 1930s. Then a salvation of the country newspaperman's influence began developing—his personal column. Nothing more nor less than that. The development was steady and rapid.

DURING the 1920s, the 10,000 American country newspapers had something like 1,000 columns. In the late 1930s more of them appeared, and when the second world war descended, there was one editor in five writing a column—2,000 of the 10,000.

Then the war itself gave the columns their fastest growth. The editors, harassed by lack of help and wanting to promote the many war community projects, found the column a convenient place to drop this and that with a few paragraphs of personal chatter added.

From such a negative impetus columns grew. The editors learned, to their amazement, that the columns were becoming the most popular features of their newspapers. They began giving them a little more attention, adding bits of fine writing, paragraphs of description of local beauty spots, jokes swiped from the column of the editor in the next county, lines of philosophy developed probably from Socrates or Shakespeare but offered as original. They read what other edi-

tors had in their columns, and got ideas.

The press associations recognized the columns, and offered prizes for them. The columns divided into two classifications: those on varied topics, which were the easier to write; and those on a single topic.

That went on during the 1940s until by 1950 four of every five newspapers had their columns.

But the editors put very little serious comment in their columns during those years. They never had done much editorializing; they still had the idea that comment should be heavy and located on an editorial page, and, too, comment brought on arguments, and often a fellow felt ridiculous posing as an expert.

But gradually and naturally they began putting paragraphs of their own thinking into the columns. The paragraphs were far, far from anything like editorials, except that they expressed an opinion. The first ones were simple little statements like: "Orchids to Mayor Smith for getting the street oiled," "The library proposition looks good. It's worth studying seriously," or "If Bindville, over in the next county, can afford a swimming pool for its kids, we can for ours."

Because more subscribers were reading the columns than any other parts of the papers, the editors heard comment on what they had said, and were encouraged to say more.

SO now, at the middle of the 1950 decade, some 8,500 country editors are using their columns not only to inform and entertain as in the early years, but also to influence.

They, smart like country editors are, have learned exactly how to use their columns to influence. No heavy, profound, sonorous paragraphs for them. No distant, complicated, lofty topics. Rather, they write in a per-

sonal style and they write only on topics close to their communities. They write much as if they were walking up to a group of the fellows down at the filling station, switching the talk to a local topic like school reorganization, and making an observation about it before going on down the sidewalk for a cup of coffee.

A FEW minutes thumbing through the country newspaper exchanges in an Iowa editorial office—let us say—would disclose many examples of column influence.

Gerald Bloom, for instance, in the Logan *Herald-Observer*, points out that "certainly the day is coming when administrative school districts will be larger and more efficient." His neighbor, Bill Ferguson, an old school man, in his *Glidden Graphic* chats about local affairs and mentions that "we guess our little story and pictures of the water situation northeast of Glidden created some interest." Bill is on his way to getting something done about that water situation.

The town of Tipton has been trying to sell the state highway commission on improvement of road 38, and George Langdon notes a bit of victory, resulting from repeated nudging in his column that the people of the town should keep pushing the commission. "At last," he says, "we are getting the recognition we've been asking for so many years." George didn't say that in an editorial, though; he said it in a paragraph of his "Under the Water Tower" column, following a paragraph quoting a contemporary wit.

Thelma Draper doesn't try for anything big, community-wise; she lets husband George, the publisher of the *Oskaloosa Tribune-Press*, do that. But she does want the statue in the park cleaned up, and she probably will get that done. She recently remarked, in a paragraph following one on the price of furs, "we have such a lovely park, and Chief Mahaska doesn't get a bath once a year."

Tom Powell publishes two newspapers in Anamosa. He has helped raise a fund to attract industries—and is getting them. Tom recently gently commented, in a paragraph just preceding one about an odd family reunion at a park: "71 firms already have stepped forward with \$10,000."

Dale Ahern reminds Decorah *Journal* readers that "Dry Run rehabilitation would make a central parking area," in a paragraph between a couple of his remarkable one-sentence bits of philosophy.

During the summer an average of a town to a county was getting or work-



Cartoonist "Ding" Darling's cartoon tribute to weekly editors.

ing toward a swimming pool. In Dows, for instance, Irving Jensen warns in the *Reporter*, "Now, as soon as it cools off, someone will tell us what a 'waste of money' the pool was."

Jane Christensen sympathizes with the local teen-age accident problem, and admits in the *Manilla Times* that the "lad himself probably is having trouble growing up."

A. C. PAULSON thinks all Albert City has turned "litterbug" and in the *Appeal* cites the "containers we put up a few months ago." Genial Gordon Aasgaard gets mad, for once, and vows never again to buy potato chips from the firm whose truck driver always speeds his machine so the alley is filled with dust. Gordon publishes the *Lake Mills Graphic*. Jessie Heins calls for Redfield people to start working on a pageant for next year's old settlers' week. She and her husband left the school field to publish the *Redfield Review*, and Jessie, a modest, quiet lady, talks plainly in her "Revues."

IN his *Onawa Sentinel*, O. C. Kelley compares the value of one child's life to that of "our speed." O. C. is one of the state's best wits, and his warning in his column was accompanied by quips certain of wide quotation. Wayne Fischer pats the golf committee on the back, via his *Greene Recorder*; Paul Woods wants to know, in the *Sheldon Sun*, what happened to the plans for widening Highway 18; and Don Bloom, in the *Woodbine Twiner*, also asks, "why the town is not being fogged or sprayed for insects."

Leo Mores of the *Harlan Tribune* has been foremost in a county battle, which has gone to state proportions, for the making of a lake, to be called "Prairie Rose Lake." The matter is now before the attorney general's office. Meantime Leo indulges a bit of satire, "Wouldn't it be nice if we folks could slip out these hot days for a cool row around the banks of Prairie Rose Lake?"

(Turn to page 14)



Marlin Levin, former Philadelphia and New York journalist, is a bureau chief for the Jerusalem Post.

JERUSALEM

AMONG the editorial staff of the Jerusalem Post, Israel's only daily printed in English, the word "horror" has a connotation all its own.

It has come to refer to those typographical and grammatical gremlins that somehow slip into the paper although they never showed up in the reporter's copy or on the editor's proofs. How they got there, who put them in, why they were never taken out are mysteries that often take some skilled research to solve.

There are, of course, theories. One of the most sensible is that the Post, a foreign-language daily published in a Hebrew-speaking country, must rely on mechanical and even editorial staffs who speak a Babel of tongues and originate from all the continents of the world.

Of its six proofreaders, one was born in Germany, another in Holland and a third in Iraq. None of the three has ever lived in an English-speaking country.

Only one of the twenty linotype operators comes from Anglo-Saxon territory. The others are natives of Rumania, Germany, Egypt, Iraq, China, Israel, Poland, Morocco, France and Russia.

Not one of the six stone hands who must make corrections on this four-page paper (eight on Fridays) can speak English with ease. They have learned what English they know from school and from the long years of

contact with the British during the Palestine mandate.

Even the editorial staff is not a 100-per cent English-speaking cadre. The cinema critic is Polish-born, the Arabic affairs correspondent comes from Germany. Their copy must be completely rewritten. The art critic, who doubles as an expert on archaeology, is from Austria.

The city room is the only completely English-speaking section of the entire newspaper, but even here the accents show that the language was not all learned in one hemisphere. The foreign news editor and his assistant picked up their English in American schools in China.

The chief copy editor is British and the sports editor a Londoner, the features editor an Australian, the rewrite men Americans, and two of the editorial writers British and South African. The editor-in-chief, managing editor and night editor are all Americans.

OF the three bureau chiefs (Tel Aviv, Jerusalem and Haifa) only one is an American, the other two from Poland and Germany. None of the stringers in the towns and villages is English-speaking.

Because of this United Nations salad, the Post's editors have tried to set up as fool-proof as possible a system for catching errors. It is their pride that relatively few slip through.

A reporter's copy is read by his bureau chief, sub-edited by the slot man, and edited again by the copy editor. Galleys are proofed and the corrections read in page proof. The corrections are again read in a "check" (second page proof) and then the pages are re-read in their entirety before the mats are made.

One of the editors makes it his re-

sponsibility as well to read through galleys. And still . . . the horrors creep through.

One of the principal nests for them is in the display advertisements (which are limited to one-third of the paper's space). Most of the ads have to be translated from the original Hebrew. It wasn't a translator's error, however, that permitted an extra "2" to make a howler out of this motion picture ad:

"Dream Wife"
22 performances nightly
at 6:45 p.m. and 9 p.m.

Then there are cases where the advertiser insists that his copy go in just as he has written it. The customer is always right, of course, and the Post prints an ad that reads:

FALSE TEETH
Are they on your mind?

The Post's proof-readers have lined the walls around them with cuttings from galleys containing horrors that never saw the light of print. These are their answer to the angry editor who rushes into their den with complaints of a misplaced comma or a misspelled word. Two of the most prominently displayed are the following:

VITA'S
Pea Soup Mushroom Soup
NEWEST THREATS

And—

The world-famous
MARIONETTES EMPIRE
Ate the Dan Club

Some of the horrors can be traced directly to the linotypists, many of whom know nothing more of the language than the English alphabet and the linotype keyboard. One operator

(Turn to page 13)

That 'Right to Know' Also Includes Science

By DWIGHT M. BANNISTER

There can be dissents on many college laboratory discoveries. But does his obligation to Alma Mater leave the campus publicist as free to tell all sides as the police reporter?

TWO leading technical colleges are racing—in a scholarly way—to develop a new and more economical supplement for livestock feed. A few years ago College No. 1 had been first to announce a feeding discovery. It had brought fame to the college's scientists and grants of money from feed manufacturers interested in more research.

Today College No. 2 suddenly finds it has a positive answer to an even bigger feed manufacturing problem. Delay in the announcement would open the way for another "scoop" by College No. 1. The scientists at College No. 2 phone the college public relations office and ask for a science writer.

If College No. 2 is your alma mater or my alma mater, what can you tell me or what can I tell you about how that science writer is going to react? Fact is, we haven't paid much attention to our nationwide programs of college science publicity, even while we've been doing some speech-making about the people's right to know in politics.

The college publicity staff, to most of us, is the agency that pushes sports news and sends us complimentary tickets to the big games. To city editors it is the source of home-town items about local boys and girls who become presidents, queens or athletes on college campuses. One of these functions is aimed at promoting ticket sales for athletic events and the other is aimed at promoting student enrollment and perhaps political good will.

In this same atmosphere of college promotion the science writers have been put to work. They enter a line of business that grew like "topsy." Thirty to forty years ago most college news was handled by free-lancers or stringers for the press.

Then the college-sponsored publicity program began to grow around a desk in the corner of a journalism department office or behind the

coach's office in the field house. Neither parent department—journalism or physical education—had yet developed an academic tradition nor even much academic recognition. So these departments didn't give their offspring much to guide him in the way of a philosophy of news.

The college publicity writer—often a recent graduate from the college or a young newsman who found he preferred college life to a police beat—found his only real guide in the hopes and objectives of the college administration. These were not those of the pure scientist, the scholar, the philosopher or even of the police reporter. Instead, they have to be like those of other business administration—for increased good will, expansion of the business and more income.

The fact that a college is not operated for profit does not protect the job of a college president who fails to obtain the research grants needed to keep his graduate faculty's salaries paid. Without any other strong traditional philosophy to which it can turn, the college publicity department today must cling to the same anchor that steadies the publicity departments of commercial corporations—the goals of administration.

THESE hopes and objectives of administration normally fit fairly well, in the fields of student promotion and athletic ticket sales, with the rights of the people to life, liberty and the pursuit of happiness. But science holds many keys to the rights of, at least, life and the pursuit of happiness.

That makes knowledge about science a right of the people in a free country. So far as I know, nobody or no institution, anywhere in the country has equipped any college science writing staff with the strength and the independence needed to protect that right. Sure, there are publicity writers with full staff tenure. There



Dwight M. Bannister is on the Iowa State College faculty and co-owner of the weekly Oakland (Iowa) Acorn.

are athletic coaches with full staff tenure too; but tenure doesn't prevent their being asked to "resign" when teams stop drawing crowds.

So, when College No. 2 sends its science writer over to see the nutrition scientists, what's his routine? He advises carefully about the possible hazards to public relations in the announcement of such an important discovery. He helps set up publicity safeguards to be sure no phase of the announcement story backfires. He approaches his job as an advocate for the college, not as a police reporter trying to dig out all the facts that might interest the public.

As a public relations man, the science writer means to put the college's best foot forward. In this particular case, the "best foot" looked wonderful to the feed industry. College No. 2 took the place held a few years earlier by College No. 1. Grants for more research flowed to College No. 2.

But there was a young member of the research staff who had interpreted the results of some of this feed research in different terms from those adopted by the project chief. This young researcher's name was mentioned in the college news story announcing the results, but the young man was not quoted directly.

The college science writer had once been a police reporter for a newspaper. He knew that as a police reporter, writing for the readers and not to promote good will for the police department, he would be ashamed to

come back to the office until he had talked to everybody who knew anything about the story. That would include the young policeman who made the arrest as well as the chief who announced the arrest. It would include some kind of contact with the accused man or his lawyer.

HOWEVER, the former police reporter—now college science writer—didn't visit with the young researcher. He didn't whisper to any visiting newspaper reporter that there was a dissenter. He had an advantage over the ordinary political or business public relations man. There aren't very many science writers in the employ of newspapers who know as much about finding science dissenters as they know about spotting a case of "rail-roading" in a police court. So no publication ever learned there was a dissent in connection with the report of the valuable new feed supplement.

It turned out that this suppression didn't do any practical harm. A few months after the supplement came on the commercial market, some processors said they began to notice some troubles. They were the same kind of troubles the young researcher had suspected. But, in practice, it turned out that these troubles were outweighed in the minds of most users by the many real advantages of the supplement. Now it looks as if the public will never miss the minority opinion that the science writer didn't cite. But do these things always turn out "right" in the long run?

Last spring and summer the nation was thrilled by the discovery of a polio vaccine; then alarmed by unforetold dangers. The outcry became both political and emotional. Some people who had led in the efforts to control polio declared the outcry was damaging the polio-control program.

The results of tests of the vaccine were announced by one of our finest college information staffs. The college information chief said afterward that the college science writer had rewritten the story as many as seven times to be sure it was accurate. But science reporters complained that they had no opportunity to look over the full scientific report before they phoned their stories.

They were forced by the lack of time allowed them before the release hour, they said, to use the story as written by the college staff man. They didn't have a chance to check for any minority reports. Even before the bad publicity began developing on the west coast, the commercial science writers had inferred their first stories

would have been more cautious if they had had all the facts.

When deaths began to follow vaccine injections on the west coast, the people's worry and fear approached hysteria. A glowingly optimistic announcement had told the people only part of the story. Whether or not the polio vaccine hysteria—partly a reaction from promotion-type scientific publicity—affected the nation's health in the long run, it definitely gave new ground for suspicion of science.

Not so long ago a college science staff announced a new feeding discovery that did not work out as well as that for which "College No. 1" and "College No. 2" were racing. The announcement was made in an official college publication. The report bore the approval of a college committee of scientists. Everything in the story was reported as it occurred in the experiment—exactly.

When the new feed was tried by farmers in the field, trouble developed. Animals became sick and unthrifty in many cases. Some died. The authors of the announcement could show in every case that the trouble came from a farmer's failure to observe one of the many cautions which had been listed in the announcement story. But the cautions had not come first in the story.

Besides, while everything reported in the college announcement had been true and startlingly encouraging, the story hadn't been complete. Certain lots of animals on which the new kind of feed was tried had not done well in the college experiment. They weren't mentioned in the story. The big news was that sensationally good results had been obtained under experimental conditions with certain lots of animals. This feed eventually went almost entirely off the market.

BOTH the scientist and the college science editor may have learned something from this experience. The scientist went ahead and developed a different feed that actually does accomplish, in practice, what the first feed promised to do. He also changed his system of statistical evaluation.

The editor may be more cautious in leads and headlines. But nothing has happened to change the fact that the science writer's bread and butter still depends on his getting out the official college story in the best possible form that supports the administration's aims. It remains wiser for him not to try to dig out the negative results. It won't pay him to quiz professors as he would question the police who make an arrest.

Perhaps one answer is some means

of awakening scientists, college administrations and the commercial press to the fact that news reporting is in itself a form of science. Its practitioners must be bound by the same ideal of loyalty to truth which is supposed to have characterized the best scientists since the days of Socrates.

When a journalist goes into publicity, whether commercial or scholastic, he cannot be relieved from this loyalty to the whole truth. When he stops inquiring into the unreported facts behind the "first" answers then he stops being a professional journalist.

(Warning—When a journalist clings to his professional ideal of the whole truth in any publicity job he is not likely to seem so valuable to his employer.)

Another place where help is needed is in the journalism teaching staffs throughout the country. Several decades ago the journalism departments had an important share in the start of college publicity departments. In some institutions, the publicity department still has more or less connection with the journalism department. However close or loose the connection, journalism teaching has a responsibility in connection with science publicity.

This means some suffering. Journalism departments throughout the country built their curricula to provide newspapers and magazines with young help ready to go to work. It's the life blood of journalism administration to give ear to publishers and other employers. But it's the death of true professional journalism teaching to shape a college course primarily with a view to pleasing publishers.

When the journalism teachers get their own backs up stiffly enough to graduate a class that may not be snapped up to the last man, then they may be able to inspire students to hunt out all the truth at any cost in any job. That means journalism teachers must learn to follow their own convictions in deciding the best training for professional journalists.

WHATEVER the answer, it's clear that unless we recognize the people's full right to know about science, some day the people may take away the right of any college publicity staff to talk and write about science—particularly if the college happens to be getting paid in part from tax money. When we set up college science writing with the stature of a full-fledged academic department, devoted to investigation rather than promotion and pledged to report in the interests of the people rather than to promote good will for the college, we'll be able to keep the public trust.

A Daily in English Has Hazards In the Babel of Israel

(Continued from page 10)

confused his knowledge of German, which pronounces the letter "w" like "v," with his acquaintance of English, and produced this boner in a classified ad:

LOST BY TOURIST: Valet with registered foreign currency.

Some of the men sitting at the linotype machines are newcomers to Israel. They live in transit camps prior to receiving permanent housing. In these camps sanitary conditions are temporary and primitive. This may have been the reason for the following horror detected by the proofreaders:

Moshe Mizrahi, 35, lived in a hut at the edge of the camp.

One of Israel's chief national worries is the shortage of water, especially water for irrigation. Everyone is concerned over it, even the headline setter who put this line into the Ludlow:

Yalta Papers Cause Irrigation in U.S.

What the psychological reason for the following science story head was, one can only guess:

**Plastics Help
New Bladders Crow**

Weather forecasts are telephoned late to the newsroom, and are sometimes rushed into the print shop in longhand. It is no wonder that the linotypist, confused by an unfamiliar scrawl of a foreign (to him) language, put out this line:

FORECAST: Cloudy with local rain and paralyzed breaks.

Being young, Israel's political scene is crowded with a few large parties and many splinter ones. In the current elections for the Knesset (parliament) twenty-three party lists were submitted. Being democratic, its people are quite vociferous and expressive about their political feelings which go from extreme right to extreme left.

Views on politics enter every phase

of life, even into galley proofs of news copy where they were not meant to be. Just take a look at this horror that stared at the proofreaders:

America's President and Britain's Prime Minister paved the way for the strategy planning with lies before them. [The original copy said "which lies before them."]

One mystery that still has not yet been solved in the Post print shop is the identity of the linotype operator who continually refers to the "Vice of America" when the State Department's radio outlet is mentioned. Just as anonymous is the man who likes to type: "Wet German government."

The loudest laugh heard around the proofreaders' room was the day a galley of a book review showed up with a criticism of "Feuchtwanger's famous navel . . ."

At a recent editorial meeting a post-mortem was being held on recent issues. There was particular anguish expressed over an epidemic of errors.

Trying to give some comfort, the editor mused: "Remember that the newspaper, exclusive of all other situations or organizations, professions or businesses, is unique in one thing. Day in and day out, each time it make a public appearance, it publishes its own mistakes."

CONTEST

AMATEUR

1st Prize \$5,000
2nd Prize \$2,500
1,000 Consolatory Prizes

PROFESSIONAL

Fiction
Non-Fiction
Mystery

Closing Date April 1, 1956

RULES OF THE CONTEST

1. Stories not to exceed 5,000 words
2. Entries must be typed, double spaced
3. Winning entries become the property of Kim Wright Enterprises. Other entries will be returned if accompanied by a stamped self addressed envelope
4. Decisions of the judges will be final
5. Submit your entry with \$25.00 cash (amateurs \$10.00) to Kim Wright Enterprises, 340 Frost St. 7F, Brooklyn 22, New York
6. In case of tie, the earliest postmark will determine the winner
7. If in the opinion of the judges, no entry is considered prize material, all monies will be returned
8. Entries will be judged as to originality, ability to express theme and interest.

The Weekly May Tread Softly— But It Can Pack a Potent Column

(Continued from page 9)

MANCHESTER is another town wanting a swimming pool and Jim Goodwin in doing his column best for the project. He admits there will be surprising costs, "but there are some necessary things in life that could be called luxuries, but are not." Reginald Hendrix gives a leg-up to local civilian defense by noting in the *Carson Times* that "one or two times on duty as a sky-watcher, and sky-watching gets into the blood." Dan J. P. Ryan, noting Iowa's great crop growing season, reminds Parkersburg *Eclipse* readers that weeds are growing too, and wonders where the county weed commissioner is these days. "Never saw so many thistles growing along the roads," he writes. Lynn Kilgore used his *Klemme Times* column to pin a bouquet on Marshal Ulrich for his work in the park.

And so on and on and on, through the 250 Iowa country newspapers publishing columns each week.

Or, move for a few minutes over to the exchange desk on which are piled the country weeklies from other states.

Chief among those civic things which the people of any American community will admit they should do, intend to do, but don't do, is attendance at the summer-time budget hearings on school, county and city or town expenditures. In nearly every state now, these governmental subdivisions draw up budgets, under law, and arrange for public hearings.

Usually few persons really attend the hearings. But, of late, the editors are helping. They urge attendance, and thus get a few more persons there. Also, usually the budget figures appear in the paper, as official publication. The editor devotes additional space of his own explaining the figures. This explanation doesn't appear in his column, however; too long for that. But in his column he cites the pages on which the budget and his explanation appear. The results are inevitable, of course. Gunner Berg in the *Grafton (N. D.) Record* is one who did a good job of this kind recently.

But, in addition to budgets, the editors use their columns for as many and varied topics as are the interests of their 8,500 American communities. Perry Swisher of the *Pocatello (Idaho) Intermountain* is promoting trees;

Raymond Fuller of the *Blairstown (N. J.) Press* is publicizing the Ambulance Corps; A. M. Kuhn, Hemingford (Nebr.) *Ledger*, urges X-ray chest examinations; Bob Williams in the *Downingtown (Pa.) Archives* is damning the too-low highway underpass; H. J. Weltman Jr. in the *Lindsborg (Kan.) News-Record* is saying if you want to vote on the hospital project you'd better check your registration; and Fred J. Noeth is congratulating, in the *Hicksville (N. Y.) Herald*, those responsible for the youth-co-ordinating council.

L EONARD SEKAVEC in the *Holyrood (Kas.) Gazette* asks, in blunt words, "Why don't Holyroodeniens keep their weeds down?"; J. A. Gilje of the *Carrington (N. D.) Independent* says the money spent "transporting our children to the New Rockford pool could finance our own pool"; John L. Rigg, liking the Winner, S. D., street sweeper, urges, in the *Advocate*, that it not be "kept parked in a shed." Jim Sullivan in his *Sun Prairie (Wis.) Star-Countryman*, reverting to one of the first uses of the column, admits, "got four safety stories from four insurance companies this week. They tell the same story—Slow Down and Live"; Ralph Graperhaus in the *Selbyville (Del.) News* brings up again this business of a geodetic survey marker to show how high the town is above sea level.

A publishing pair whose front-page jointly-done column provides evidence to any publisher that columns are popular, are Bertha Shore and H. G. Hutcheson of the *Augusta (Kas.) Gazette*. They sell advertising between the paragraphs of their "Half and Half," and get an extra rate. They don't overlook the editorial influence, but they do it in their own witty way, which has made the column one of the country's most quoted. For instance: "You never heard of anyone being thrown through a windshield in a church on Sunday, did you?"

A composite of columns doing their editorial influence bit each week might read:

Birth notes in a small town newspaper cause a good deal of phoning around, unless the editor explains who the mother was before marriage.

The folks want to know that.—Opal Melton, Boonville (Mo.) *Record*

Gather the kittens while you may
Time brings only sorrow
What are little kittens today
Will be old cats tomorrow.
Paul Jones, Lyon, (Kan.) *News*

Orchids to Mrs. Keith Jones and Mrs. Dan Smather for keeping the library open during Wednesday and Saturday evenings, so the farm people can get books. They are the kind of people who make a good town good.

Seeing ourselves as others see us wouldn't help much. We wouldn't believe it.

What does America need most? Well, offhand, we'd say it needs more of the spirit of the man—or could it have been a woman?—who recently paid off the mortgage on the home of a needy family. He, or she, did it anonymously and mysteriously.—Ralph Shannon

Be sure to take a quarter hour off and look on page 7 of this issue of the paper. There you will find not only a statement of the school board's annual budget but our own explanation of it, made after a couple hour's study. . . . Read both. Either that or attend the budget hearing Wednesday. If you don't do either, don't howl about your taxes.

A canary breeder reports that a spot of gin is just the thing to restore a hoarse canary to good voice. We don't object to a canary sneaking a snort now and then, providing he is not a minor, but there is nothing more repulsive than a canary with bags under his eyes.—Ben Sallows, Fort Morgan (Colo.) *Herald*

So now, in America, every week we have 8,500-plus very articulate persons, with well-grounded and well-informed opinions, writing to a good many million interested, attentive, receptive men and women about matters close to both writers and people.

Influential? Of course the editors are influential.

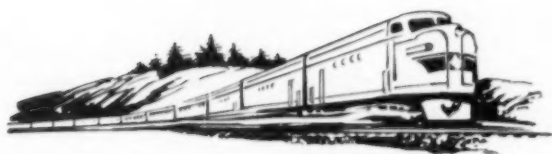
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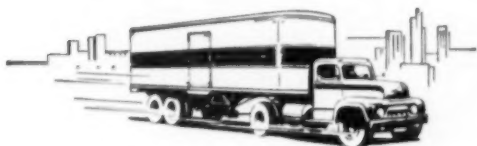
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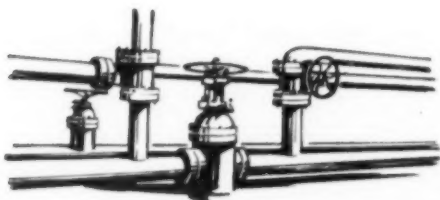
Railroads Are Currently Enjoying The Greatest Prosperity In Their History Despite Inroads By Passenger Cars, Buses And Planes On Their Passenger Traffic.



Motor Transport Has Expanded Its Service To Agriculture, Commerce, Industry And Consumers Steadily Year After Year.



Business On The Waterways Is Booming. In The Past 10 Years, Waterways Have Increased Their Share Of The Nation's Total Freight Load.



Pipelines Have Been Increasing Their Facilities As A Result Of A Steady Growth In Patronage Over The Years. They Are Enjoying Good Business.

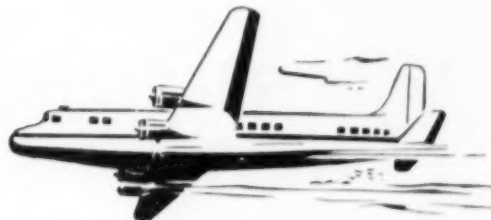
Healthful, vigorous competition in the traditional American manner — subject to certain wise restraints imposed by Congress to foster services and curb abuses — has produced, for the benefit of *all* our people, the finest transportation system in the world.

This system has developed to its present peak not *despite* regulation but largely *because* of it.

This regulation is not obsolete, archaic regulation developed for a bygone monopolistic era. Year after year the Congress has brought it up to date — kept it dynamic — to meet changing competitive conditions in transportation.

Proof? Since its original enactment, this regulation has undergone more than 150 Congressional alterations and 2 *complete overhauls*.

So, you see — present regulation of our transportation agencies is of the most pertinent up-to-date kind, keyed to present-day conditions and dedicated to serve the best interests of shippers and *you* alike!



Air Carriers Are Flying More Passengers And More Freight Than In Any Previous Year And The Future Continues To Look Most Promising.



Despite Widespread Use Of Passenger Cars, Buses Are A Dominant Form Of Personal Transportation, Offering Essential Service To Millions Of People Annually.

AMERICAN TRUCKING INDUSTRY



AMERICAN TRUCKING ASSOCIATIONS, INC.,
WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

Specialization—A News Problem

(Continued from page 7)

have an engineering background? I replied I did not. "But isn't it easier," I asked, "to make a science writer out of a journalist than from an engineer?" The interviewer contemplated me with a stare that said eloquently, "You poor fish." I didn't get the job.

Is it possible for a reporter without professional education in a specialty to write with the assurance of an authority? I think so, under the right conditions, and provided the writer remembers he is a reporter and not a pedagogue. On one staff is a medical writer who jokes that he was assigned to do medical stories because no other staffer was enough of a hypochondriac. But he is so well respected that he received the state medical association's first annual award of merit in 1954. What's the difference? Simply that the medical writer has been able to spend at least half his time in recent years writing stories about medical research, pegged to interviews with medical men, or research in medical journals.

To argue that reporters become more specialized may seem to contravene the advice of old timers as well as journalism educators who argue for the liberal education. In a recent

address to fledgling journalists at a college gathering John B. Long, a long-time newspaperman who is now general manager of the California Newspapers Publishers Association, argued convincingly against specialization. "I want my reporters to have a liberal education, to have poetry in their souls, to have the Odes."

YET if newspapers and newspapermen are going to buck the trend toward specialization they'll first have to reverse the trend toward broader and more varied content. Some newspapermen might not think that a bad idea, either, and I am sure that not all will speak as confidently as I have on "reader demand" for specialized stories. The facts remain that the subjects with which newspapers deal are becoming more complex and they are carrying more bylined dope stories. I ally myself with those who believe the only permissible type of "interpretive" story is that digging piece written under the byline of a reporter of specialized background. If this is true, newspapers need the services of experts.

The alternatives to getting or hiring experts on their own staffs are not

especially palatable. They are: (1) handling more syndicated or boilerplate material and perhaps, alas, even some canned editorials; (2) placing increased reliance on public relations men who must become expert in particular fields, thus relegating the newspaper to mere middleman between a special interest and its public; or (3) drawing upon the services of persons who are specialists but who have not been trained to write for a mass audience.

How to develop a staff of experts without adding to spiraling editorial costs is the problem. The medium-sized dailies can lick it if they are willing to sacrifice some of the hours reporters now spend as utility men.

When a reporter has worked a run for some time and does well there, let him be kept there until he gets stale. If he has an absorbing interest in it—be it the legislature, city hall, capitol, board of education—he won't, at least not readily. Some reporters have worked the same run for thirty or forty years and are more expert in its subject matter than their contacts. On other papers the reporter is yanked from run to run.

It does admittedly simplify the city editor's task to have a staff of swing men he can move about to plug holes where needed in city coverage. But most "experts" on these newspapers are merely good reporters who have been permitted to develop a specialty and grow with it.

In specialties not tied to runs, the reporter should have as much freedom as possible, consistent with the needs for a general assignment staff, to engage in them.

If the prospective reporter has a strong special interest and is determined to write about it, let him study that subject in college. Some journalism schools are making this arrangement easier by offering a major in journalism with an option in a special field such as home economics. It is not too original to suggest for others an education in journalism coupled with a large dose of the kinds of courses that will help them think critically and increase their capacities to learn. This is, after all, the object of education. As universities put more and more emphasis on graduate study they open the gateway for more mature reporters to take specialized studies.

Specialization is a challenge both to the reporter and his paper. It is necessary when newspapers extend their content. It is the means to legitimate "interpretive" stories. It is a challenge well worth accepting.

WANT TO BUY A NEWSPAPER

I am looking for a weekly or daily newspaper in the 4,000 to 10,000 circulation class. I want a property that is in a pleasant community where I can make my future home. I am an experienced editor and publisher, responsible, and am interested in talking to a publisher who owns a newspaper that is now a profitable operation. I am interested in a property that can be paid off in no longer than 10 years based on present earnings.

If you are an owner and desire to withdraw from your newspaper field and would like to deal with a young family man who is anxious to become a part of a community and to serve it as a newspaper editor and publisher, please contact me.

Box 2000, The QUILL
35 E. Wacker Drive
Chicago 1

Jac LeGoff asks:

WHAT IS YOUR MOST IMPORTANT ACTIVITY OUTSIDE OF YOUR JOB?



JAC LeGOFF, Well-known television newscaster,
WJBK-TV, Detroit

FREDDIE M. GARTER,
Standard Oil Plant Cashier,
Grand Rapids, Michigan:

"That's a hard question to answer, but if I have to select *one* outside activity as the most important, I think it would have to be my church work. I have been president of our Sunday School and now am serving as church treasurer. It has been a personally rewarding experience to be helpful in both a material and spiritual way. But there are two other outside activities in which I am very much interested—Scouting and PTA. I am the Scoutmaster of Troop 272 and am treasurer of the Godfrey School PTA."



MYRON E. JOLIDON,
Standard Oil Division Industrial Relations
Manager, Milwaukee, Wisconsin:

"Traffic safety has been a pet project of mine for a long time. Safety should be everyone's business, and I realized this more than ever when I had the privilege of serving as president of the Wisconsin Council of Safety and as chairman of the Foremen's Safety School of the Milwaukee Association of Commerce. I've spent 30 years in safety promotional work as a career, so my outside activity in behalf of traffic safety has been a little like a postman's holiday."



DEAN H. HULL,
Standard Oil dealer, Springfield, Colorado:

"As a business man in a small community, I feel a special responsibility about good government in our town. There are a lot of privileges that go with citizenship, but for each one there is a balancing duty. Right now I am chairman of our City Council and in charge of the Streets Department and Electrical Department. I am also a member of the City Board on housing projects. Another important activity is the Student-Business Exchange Program, which helps local high school students get acquainted with business problems."



LEE WILSON, Electrician,
Standard Oil Refinery, Sugar Creek, Missouri:

"I'm sold on Scouting, and for the past eleven years I have devoted most of my spare time to Boy Scout work. I am Scoutmaster of Troop 204, Independence, Missouri, and it's really rewarding to me to work with a boy who is making the hard climb up what we call 'the Eagle Trail.' You've heard that good Scouts become good citizens, and I know it's true. There's a special reward for Scoutmasters in watching their boys grow up and have a head start toward happy and successful adult lives. I am proud to be a part of this organization and to have two sons who are Boy Scouts."



Good citizenship on the part of a man or a company does not occur accidentally. It grows out of the constant practice of "The Golden Rule". Standard Oil is proud that many thousands of its employees and dealers find time to do just as good a job for their communities as they do for us.

STANDARD OIL COMPANY (INDIANA)



CHICAGO CHAPTER



Chicago's Skyline

Presents a
CHICAGO
NEWS-A-RAMA
at the

Sigma Delta Chi

RESERVE	Rate \$
Single Room (One Person)	"
Twin Beds (Two Persons)	"
3-4 in a Room	"
Suite	"

RATES—Single, for 1: \$6.85 to \$14.85

Twin Beds, for 2: \$13.85 to \$16.85

Dormitory: 3-4 in a Room \$5.50 each.
(primarily for undergraduates)

Suites: rates on request

NOTE: If type room you wish is not available, next price room will be assigned.

NAME

FIRM

ADDRESS

CITY **STATE**

TIME AND DATE OF ARRIVAL

PLEASE SEND THIS RESERVATION TO:

Sigma Delta Chi
National Headquarters
35 East Wacker Drive
Chicago 1, Illinois

Hotel Reservations

Please have hotel reservations in by October 1, so they may be acknowledged and rates guaranteed.

Convention Reservations

Members are urged to make their Convention Registrations in advance. If you register before October 10, send check for only \$22.50. (This includes meals during Convention.) After this date, regular registration fee is \$25. Don't delay. send your check today made payable to Sigma Delta Chi.

Women's Fee

The registration fee for women is \$15. This will include a special program for women plus all meals on the regular program.

46th ANNIVERSARY CONVENTION

SHERATON HOTEL

November 9, 10, 11, 12

FOR THE CONVENTION OF YOUR LIFE—hit the road to Chicago and spend four BIG days in America's most famous convention city. It's easy to get to—for ALL ROADS LEAD TO CHICAGO. The Chicago Professional Chapter and Northwestern University's Undergraduate Chapter have planned a program beyond compare.

Chicago News-A-Rama

We'll take you on a tour of Chicago—hitting the places which have made this BIG city famous. We've got the nation's top newscasters who will be on the scenes to describe the action of the St. Valentine's Day Massacre, the killing of Dillinger—betrayed by "The Woman in Red." See the captive U-Boat 505, the fabulous Chicago Gold Coast and the historic spot where Mrs. O'Leary's cow kicked over the lantern starting the Chicago fire.

Pro and Con

Attend the many and varied programs during the days and hear top journalists and some of the nation's best "in-fighters" hash out press gripes and gripes against the press. Bring a large party—and have a ball. We're rolling out the welcome mat.

Hotel Accommodations

Headquarters is the Sheraton hotel on Chicago's famous million dollar street—Michigan boulevard—where hospitality is a password. Clip coupon and assure yourself of an early, Class-A reservation.

Sigma Delta Chi NEWS

Preliminary Program for Convention Announced; Honorary President Roy Howard to Keynote Affair

Waite to Publish Illinois Papers; Retains Calif. Job

SDX National President Alden C. Waite was named publisher of the *Illinois State Journal and Register*, Springfield papers, recently. He also will edit the *Journal*.

Waite will continue as president of Southern California Associated Newspapers Association, dividing his time between the Mid-West and West Coast.

A veteran newspaperman, he started his career 34 years ago at the age of 12 in the composing room of the San Pedro (Calif.) *Pilot*, now the *News Pilot*, working part time during school season and full time on vacations.



WAITE

Besides his SCAN presidency, Waite is vice president of the San Pedro Publishing Co. and vice president and director of SCAN Charities, Inc. He also is a member of the Advisory Board of the UCLA Department of Journalism and the Board of Directors of Friends of the Colleges of Claremont (Calif.), and he holds memberships in the Greater Los Angeles Press Club, San Francisco Press and Union League Club and National Press Club of Washington, D. C.

Waite holds a gold membership card as a third generation California newspaperman in the California Newspaper Publishers Association. His father, Clark F. Waite, SCAN board chairman and Copley Press Inc. director, and his grandfather, the late William J. Waite, sold the *Geneva Gazette* in Exeter, Neb., in 1906 to come to California to start the *Pilot*.

QUILL M. E. Becomes Publisher

Ken Clayton, national executive councilor of Sigma Delta Chi and managing editor of THE QUILL, has gone into partnership with A. E. (Cap) Garvin, in the

A TOP-NOTCH PROGRAM is shaping up for the 46th Anniversary Convention, Nov. 9-12, scheduled for the Sheraton Hotel in Chicago. Hosts for the 1955 meeting are the Chicago Professional Chapter and the Northwestern Undergraduate Chapter.

Informative and brass-tacks subjects of value to both professionals and undergraduates have been chosen by the Convention Committee, directed by General Chairman Al Orton, Associated Press, and Program Chairman Jim Brooks, Needham, Louis & Brorby, Inc.

According to Vic Blueborn, reservations chairman, it's not too early to make your reservations. Check in at SDX Headquarters, 35 E. Wacker Drive, Chicago 1, Ill.

Keynote speaker at Thursday's luncheon will be Roy Howard, chairman of the Executive Committee of the Scripps-

Howard Newspapers, editor of the New York *World Telegram & Sun* and SDX honorary president.

Also signed as a speaker is Ed Lindsay, editor, Lindsay-Schaub Newspapers, who gave an excellent talk to the Chicago Professional Chapter last year. He will again talk on journalism education at the Saturday morning breakfast.

Sponsors are being lined up for the different meals and pauses for refreshment, and it's reported that Morton Downey and his trio are expected to be at one of the cocktail hours.

Wednesday evening, Nov. 9, a pre-convention event will be a reception in the Chicago Press Club, conveniently located in the convention hotel.

The convention officially opens Thursday morning in the Sheraton. Friday's breakfast for advisors is being sponsored by the undergraduate chapter advisors of the Northwestern University Medill School of Journalism and the University of Illinois School of Communications and Journalism.

Principal speaker at Thursday luncheon session will be Roy Howard. A panel session on Freedom of Information is on tap for the afternoon. Dinner that evening will be sponsored by the Chicago Newspaper Publishers' Association.

Friday's meeting will be divided into two separate sessions, one for the professional group and another for the undergraduates. Plans also call for a luncheon, although the site has not been definitely selected.

A custom-made tour for SDXs, the Chicago "News A-Rama," will be conducted Friday afternoon. Further details are given on the following page.

Friday evening is expected to be left open for visitors to see what Chicago's night life has to offer.

The final business meeting will be on Saturday morning when election of officers will be held and other business matters settled.

A dinner is being planned for Saturday evening, with the speaker expected to be a top-level Government man.

The SDX convention will not be a stag affair, and wives are invited. Some of the events planned for the fair sex include a fashion show at one of Chicago's prominent stores and a special luncheon. Out-of-towners also will have sufficient opportunity to do some early Christmas shopping.

These are only a part of the plans being drawn up to make this convention one SDX will long remember. A more specific program will be announced in the next issue of the *News*.

Council Revokes Charters Of Two Prof. Chapters

Charters of two Professional chapters were revoked July 18 by Executive Council action, following a 60-day suspension notice.

Efforts to revive the Des Moines Professional Chapter, chartered in 1921, were unsuccessful, and the Executive Council voted to put it and the Philadelphia Professional Chapter under notice of suspension for failure to be represented at several of the past National Conventions, as required by the Constitution.

The chapters were unable to pay the fines imposed for non-representation and the travel assessments.

The Council's action lowers the total of Professional chapters to 47, including Nevada, Jackson (Miss.) and Omaha (Neb.) Professional Chapters which have not been formally installed as yet.

operation of the weekly *Raytown* (Mo.) *News*.

For the past nine years Clayton has headed the publicity division of the Chicago *Tribune's* promotion department, a position established by him upon his return from naval service in World War II.

Prior to joining the *Tribune*, he spent 10 years with the *Des Moines Register and Tribune*, the last five working as Sunday feature editor.

"News-A-Rama" to Be Featured at Convention



The German submarine U-505, captured "alive," will be part of the Chicago "News-A-Rama" tour at the November Convention. Admiral Gallery, who commanded the task force which captured the surfaced sub, will escort SDXs through the craft.



"THE BOMB" was born behind this barbed wire barricade. Visiting SDXs will be conducted through this site during the November 9-12 Convention in Chicago by the chancellor of the University of Chicago. The first "atomic fire" was built here.

THE CHICAGO "NEWS-A-RAMA," a custom-made tour for SDX conventioners to places and with people who have made Chicago's outstanding news stories, will be a top treat at the coming SDX 46th Anniversary Convention.

Many of the newsmen who covered this city's most significant and space-snatching news events also will be on hand for a tour the host Chicago chapter promises will be "completely different."

The "News-A-Rama" will be staged Nov. 11 during the Convention which will be held in Chicago Nov. 9-12. Headquarters for the annual SDX get-together will be the Sheraton Hotel. (Room registration form is printed elsewhere in this issue.)

According to Isaac Gershman, managing editor of the City News Bureau of Chicago, who has spark-plugged development of this tour, the "News-A-Rama" will range from the disastrous Chicago fire, which caused a rebirth of the city, through the birth in this city of the Atom Bomb. Many of the hopes and horrors of the nation's second largest city will be reflected in the news sites to be visited.

Visiting journalists will meet Chicago newspaper men who in many cases wrote the first "big story" from on-the-spot reporting at the various news sites. The tour will tie-in the past with present developments in the field of industrial, social and scientific progress and show how communications then and now were geared to report it.

There will be no smell attached to this tour. Gershman promises that conventioners will be spared encounters with the famed stockyards.

But there will be stars connected with the tour. Among those who will handle commentating or speaking duties will be Spencer Allen, director of news for WGN and WGN-TV; Les Atlass Jr., program director, WIND; Jack Brickhouse, sportscaster for the same stations; John Carmichael, sports editor, Chicago Daily News; Leo Fischer, sports editor, Chicago American; Herb Graffis, columnist, Chicago Sun-Times; John Harrington, CBS sports and newscaster; Irving Rantanen, news director, WAIT, and Basil "Stuff" Walters, executive editor, the Knight Newspapers. Still other "names" will be added to this list.

A fleet of 10 to 15 sight-seeing buses will leave the Sheraton 12 to 20 minutes apart and head up Michigan Avenue for the Gold Coast area.

Visiting journalists will see first the Flower Shop at State Street and Chicago Avenue on the Near North Side where Dion O'Banion was assassinated "in the shadow of the cathedral," across the street from the Holy Name Cathedral. James Doherty, famous Chicago Tribune reporter, will narrate the story. The killers of O'Banion were members of the infamous five Genna brothers who ruled the North Side in the prohibition era.

Next, a stop at the Chicago Historical Society will take newsmen to Paul Angle, author of the LINCOLN READER and THE CHICAGO FIRE and director of the museum. Here a special exhibit of the 10 best news stories and 10 best news photographs from each of the Chicago locals will be displayed.

Examples of headlines of other years will be displayed as well as original John McCutcheon cartoons which appeared in the Chicago Tribune and which will be shown by his son, John Jr., now with the Tribune.

Then a ride over to 2122 North Clark Street will take SDX members to the scene of the infamous St. Valentine Massacre of Feb. 14, 1929. Here seven men were machine-gunned in the feud between the "Bugs" Moran North Side gang and the Capone mob in a fight for gangster control of Chicago.

On Lincoln Avenue the buses will stop at the Biograph Theater where John Dillinger met his end by "G" men in a betrayal by the "Woman in Red," Clem Lane, city editor of the Chicago Daily News, will narrate the story.

Swinging back toward Lincoln Park, the tour will enable the members to see the new, world-famous glass buildings designed by Mies Van Der Rohe, who is head of the department of architecture at the Illinois Institute of Technology on Chicago's South Side. Moving west on Wacker Drive, along the Chicago River, it will show in quick succession the four Chicago newspapers—the Chicago Tribune, the Chicago Sun-Times, the Chicago American and the Chicago Daily News.

Enroute, newsmen will see the Merchandise Mart, owned by Joseph P. Kennedy, former U. S. Ambassador of U. S. This is the world's largest wholesale buying center. The 20,000 people working in this building have all the facilities of a city.

At Madison and Wacker Drive, the tour will stop in front of the Civic Opera Building, the skyscraper Sam Insull built with utility millions.

On this corner, Hearst Square, is the Chicago American where worked such newspaper greats as Walter Howey, famous managing editor who is the prototype in "Front Page."

Across the street on Madison is the old Chicago Journal building where famous newspaper men were made. Here Lowell Thomas, Ben Hecht, and Richard J. Finnegan, late editor and publisher of the Sun-Times, first worked as reporters.

Nearby is the site of the original Daily News building, where Eugene Field, George Ade, John McCutcheon, Peter Finley Dunne (creator of MR. DOOLEY), Carl Sandburg, and Henry Judson Smith, managing editor of the Daily News and author of many newspaper books, worked.

The tour will move to the Near West Side and visit "Skid Row," human derelict area, the Congress Street Expressway project and the huge new medical center of which the University of Illinois installation is the center.

Here the University of Illinois medics separated the famous Brodie Siamese Twins, and here, Dr. Andrew Ivy, involved in the Krebiozen-cancer controversy, once served as president of Illinois medical school.

The tour will swing back to the Art Institute of Chicago where Director Daniel Catton Rich will have Ivan Albright exhibit his famous \$100,000 painting, THE DOOR. The narrator will be Copeland Burg, Chicago American staffer. Mr.

(Continued on page V)

Ninety Journalism Students Receive 1955 SDX Awards

Ninety men and women journalism students, graduated in May and June, have received Scholarship Award Certificates given annually by Sigma Delta Chi, Professional Journalistic Fraternity.

Forty-three men and forty-seven women qualified for the distinction by having established scholastic ratings placing them in the upper five per cent of their graduating classes. All college work for four years is taken into consideration. Forty schools and departments of journalism, where Sigma Delta Chi has chapters, are represented.

The Scholarship Award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the Fraternity's policy of encouraging broad preparation for entry into the professional fields of journalism.

Following is a list of the 1955 winners of the award:

BUTLER UNIVERSITY—Oral E. Breedlove; DRAKE UNIVERSITY—Ruth Anne Brown; UNIVERSITY OF FLORIDA—Gloria Cermak, Otis Whitehurst; UNIVERSITY OF GEORGIA—Eugene Methvin, Lonzie Dukes, Priscilla Arnold; UNIVERSITY OF IDAHO—Harvey Allen Scott; UNIVERSITY OF ILLINOIS—Jack William Kleeman, Marian Leftwich Davis, JoAnn Elizabeth Glenn, LaVaun Adele Schild, Clara Breckenridge Downs; INDIANA UNIVERSITY—Margaret G. Cook, Susan Jane Wallace, Judy Benjamin; UNIVERSITY OF IOWA—Marjorie Ellen Hahn, Wesley G. Pippert;

IOWA STATE COLLEGE—Dorothy Will, Marjorie Doris Brown; UNIVERSITY OF KANSAS—Letty Lemon, Gene Shank; KANSAS STATE COLLEGE—Helen B. Barnes, Cynthia L. Carswell; KENT STATE UNIVERSITY—Charlotte Erola, Robert W. Morrison; LOUISIANA STATE UNIVERSITY—Alberta Mitchell, Dawn Caillouet; MARQUETTE UNIVERSITY—Eugene Emer, Ann Sullivan, Carol Rueckel, Bert Thelen; UNIVERSITY OF MIAMI—Patricia Hebebrand Brinkman, Lark Harwood Grace; UNIVERSITY OF MICHIGAN—Barbara Helen Smith, Robert Lutz Polley;

MICHIGAN STATE UNIVERSITY—John William Kole, Robert Andrew Frey, Dale Malotte Blount, Jan Harold Brunvand; UNIVERSITY OF MINNESOTA—Betty Karin Berg, Carolyn A. Davidson, Frances B. Flitton, Margaret W. Johnson, Nancy J. Schutz; UNIVERSITY OF MISSOURI—Philip Bruce Silcott, Wilbur Eugene Garrett, Richard M. Cottam, James F. Dollins Jr., William Ralph Dummit; MONTANA STATE UNIVERSITY—Shirley Jean De Forth; UNIVERSITY OF NEVADA—Romaine Roth; UNIVERSITY OF NEW MEXICO—Albert Ernest Johnson; UNIVERSITY OF NORTH DAKOTA—Helen Linnea Hanson; NORTHWESTERN UNIVERSITY—David Michael Mazie, Barbara Louise Norby, Myrtle Sue Snyder, Mary Ellen Gazley; OHIO UNIVERSITY—Evelyn Joan Trapp, Beverly Jean Chain; OHIO STATE UNIVERSITY—Donald M. Levenson, Phillip T. Atman, Helen Chapan; OKLAHOMA A&M COLLEGE—Lloyd Neil Goble; UNIVERSITY OF OKLAHOMA—Albert Joel Alschuler, Larry John LeVieux; UNIVERSITY OF OREGON—Joseph Gardner, Mary Salazar; OREGON STATE COLLEGE—Carolyn Ruth Colby; PENN STATE—Mark E. Heisler, Ann Marie Leh, Nancy V. Ward, Irwin J. Weiner; SAN JOSE STATE COLLEGE—Barbara G. Richardson, Norma Wright; SOUTH DAKOTA STATE COLLEGE—Beverly Hazard; SOUTHERN METHODIST UNIVERSITY—Richard Dan McEwen; TEMPLE UNIVERSITY—Russell B.

Books by Brothers



Ralph Roger Williams

RALPH ROGER WILLIAMS is the author of a six-volume set of books, *STANDARD GEORGIA PRACTICE*, for Georgia lawyers, published by the Lawyers Co-Operative Publishing Company, Rochester, N. Y., and Bancroft-Whitney Company, San Francisco. Williams is currently practicing law in Tuscaloosa, Ala.

RICHARD L. WILLIAMS, formerly with the Seattle (Wash.) Times and now an editor with Dell Publishing Company in New York, is co-author with David Myers of *HOW TO DRINK*, an original pocket edition. The hard-cover edition is on the fall list of Bobbs-Merrill Company.

R. P. DICK WALL, past president of the Dallas Professional Chapter, is the author of a book entitled *HOW TO PLAY TEXAS 42*. Texas 42 is a domino game widely played in the Southwest, frequently with strictly local rules. According to the publishers, the Embossing Company of Albany, N. Y., this is the first complete book of rules on the "favorite game of Texans."

How 41 editors planned and published newspaper anniversary editions is explained in a recent study by Prof. WILBUR PETERSON, head of the Bureau of Media Service at the State University of Iowa School of Journalism. The printed results of the project, entitled *PUBLISHING THE ANNIVERSARY EDITION*, will be available soon through the School of Journalism.

Bomberger, Emilie E. Mulholland; UNIVERSITY OF TEXAS—Robert Ramey Hilburn, James Howard Keahey, Jimmie Joe McKinley; WASHINGTON—Evelyn Ann Egan, Marjorie Ray Piper, Mary Louise Corbett; WASHINGTON & LEE UNIVERSITY—M. Lewis Cope Jr.; WAYNE UNIVERSITY—Marilyn Joan Cook; UNIVERSITY OF WISCONSIN—Valerie Berger, Joan Bunke, Nancy Rogers.

Sigma Delta Chi NEWS

Managing Editor.....Nola Murchison

Chapter activities, personals and other Fraternity news should be sent to National Headquarters, 35 East Wacker Drive, Chicago 1, Ill. Members should be identified by listing their chapter and initiation or graduation date.

September

No. 37

Fellows Nominations Open For 1955 SDX Recognition

Nominations are again open for the election of Fellows in journalism, sponsored by Sigma Delta Chi.

Rules call for the selection of not more than three living journalists who have a distinguished career in the profession. All nominations are reviewed by a committee of past presidents of Sigma Delta Chi which will present not more than six candidates to the National Convention next Nov. 9-12 at Chicago, Ill. Chairman of the committee is Robert U. Brown, president and editor of *Editor & Publisher*.

Nominations may be made by any individual, chapter or fraternity member. Those nominated need not be members of the Fraternity. No entry blanks are necessary, but nominations should be in writing and sent to Headquarters of Sigma Delta Chi, 35 East Wacker Drive, Chicago 1, Ill. before Nov. 1, 1955 to receive consideration.

Journalists already honored by the journalism society in this manner and elected as Fellows are:

Harry J. Grant, chairman of board, the Milwaukee (Wis.) Journal; Barry Faris, editor-in-chief, International News Service, New York, N. Y.; Erwin Canham, editor, *Christian Science Monitor*, Boston, Mass.; Palmer Hoyt, editor and publisher, the Denver (Colo.) Post; Dr. Frank Luther Mott, School of Journalism, University of Missouri, Columbia; James G. Stahlman, Nashville (Tenn.) Banner; Benjamin M. McKelway, editor, Washington Star, Washington, D. C.; Howard Blakeslee, Associated Press, New York, N. Y. (deceased); Walter Lippmann, editorial columnist, New York (N. Y.) Herald-Tribune; Irving Dilliard, editor, editorial page, St. Louis (Mo.) Post-Dispatch; Edward R. Murrow, Columbia Broadcasting System, New York, N. Y.; Dr. Alberto Gainza Paz, former publisher, La Prensa, Buenos Aires, Argentina; Louis B. Seltzer, editor, Cleveland (Ohio) Press; James S. Pope, executive editor, Louisville (Ky.) Courier-Journal; James B. Reston, New York Times, Washington, D. C.; Basil L. Walters, executive editor, Knight Newspapers, Inc., Chicago, Ill.; Bill Henry, National Broadcasting Company, Washington, D. C.; Hodding Carter, editor and publisher, Delta Democrat Times, Greenville, Miss.; Kent Cooper, executive head, Associated Press, New York, N. Y.; Virginus Dabney, editor, Richmond (Va.) Times Dispatch; DeWitt Wallace, editor, The Reader's Digest, Pleasantville, N. Y.

GENE T. KINNEY, former member of the Associated Press staff in Oklahoma City, has been named district editor of the Oil and Gas Journal, international oil publication with headquarters in Tulsa, Okla.

W. G. BOYKIN, office assistant for the Oklahoma Press association's central office, has been named assistant secretary-manager as well as managing editor of the Oklahoma Publisher.

LEE B. WOOD, executive editor of the New York World-Telegram and Sun, recently received three honors for his contributions to humanity through journalism. He received a degree of Doctor of Humanities from Philaetha college of London, Ont.; the Cross of Academic Honor, and honorary life membership of the American International academy.

Personals

About Members

WILLIAM D. ASKIN has left the Norman (Okla.) *Transcript* to edit the *Go Devil*, publication of the Shell Pipe Line Corporation in Houston. He was formerly with the Denver *Post* sports department.

WILLIAM W. EVANS has accepted the position of city editor for the Ardmore (Okla.) *Daily Ardmoreite*.

BOB HOOKER has joined the Marshall (Minn.) *Daily Messenger* as sports editor and photographer.

JOHN COWLES, president of the Minneapolis (Minn.) *Star and Tribune*, was one of 15 top leaders in all fields who were asked by the Prudential Insurance Company to give a prophecy of what they thought the world would be like two decades from now, in Prudential's centennial year. These predictions were placed in a "time capsule" which then was sealed in a replica of the Rock of Gibraltar fixed in the lobby of the new Minneapolis insurance building.

KEN MCCORMICK is now publishing the Stanton (Nebr.) *Register*. He formerly practiced law.



Joseph W. Hicks and Dr. Ludd M. Spivey

JOSEPH W. HICKS received a honorary degree of Doctor of Laws from Florida Southern College in Lakeland, Fla., where he delivered the May commencement address. The citation which accompanied the honorary degree cited his work in the professional field of public and industrial relations.

THOMAS R. MASON is currently engaged as a special assistant in the President's Office at the University of Colorado where he is doing editorial and research work, largely in connection with the public information operations of the University.

DWIGHT B. HICKS is news supervisor for the public relations department of Northwestern Bell Telephone Company, Omaha. Previous to that he spent two years with the Charles City (Ia.) *Press* where he was news editor.

BOB MATHES is working on the staff of the Peru (Ind.) *Daily Tribune* as a reporter-photographer. He recently returned from Ft. Eustis, Va., where he served as an Army staff officer in charge of the photo lab for the last 18 months. Prior to that he was stationed at the Army Signal Corps Pictorial Center, Long Island, N. Y.

ROBERT O. BARNEY has been appointed information officer of the National Institute of Dental Research in Bethesda, Md.

TED BRYANT was released from the Army last June and has returned to the staff announcing position he held with KTNT-TV before service duty. While in



Discussing the successful launching of the new San Antonio Professional Chapter are, left to right, Mac Roy Rasor, AP correspondent at Austin and president of the Texas Association; Bill Barnard, Dallas AP Bureau chief; Ed Ray, executive editor of San Antonio *Express* and San Antonio *News* and new chapter president, and James A. Bryon Jr., news director of Station WBAP, Fort Worth, and national executive councillor who conducted the installation ceremonies.

Dallas AP Bureau Chief Speaks at Installation

More than 150 media representatives, public officials and community leaders attended the June 10 installation banquet of the San Antonio Professional Chapter of Sigma Delta Chi.

Bill Barnard of Dallas, chief of bureau of Associated Press, spoke on the "Romance of Journalism," cautioning newspapermen that a tendency to debunk the glamor and excitement of their work is hurting recruitment of good talent into their profession.

Officers were installed by National Executive Councilman James A. Byron Jr., news director of WBAP radio and television stations of Fort Worth. The new officers are Ed Ray, president, executive editor of San Antonio *Express* and San Antonio *News*; Coit E. Butler Jr., vice president, radio station KITE newscaster; Tomme C. Call, editor of San Antonio *News*, secretary, and Harry W. Nixon Jr., treasurer, Kelly Field public information officer.

The chapter was launched with 20 members and plans a gridiron dinner in October, among other projects. It is a member of the Texas Association, Sigma Delta Chi.

"We hope," President Ray told banquet guests, "to advance professional journalism throughout South Texas through this chapter."

Honor guests included Mac Roy Rasor, Austin, president of the Texas Association, and Pat Daniels, former Texas Association president, and presidents of other Texas chapters.

the Army he served the latter part of his duty with the Radio-TV Division, Public Information Office of the Fourth Army Headquarters, Ft. Sam Houston, San Antonio, Tex.

ROLAND I. PERUSSE received his Ph.D. from American University in International Relations and Organization last June. At present he is a Foreign Affairs officer with the U. S. Information Agency, Washington, D. C.

BURTON L. STERN resigned his job as public relations associate with the Wisconsin Anti-Tuberculosis Association in June to assume the position of public relations director for the Michigan Tuberculosis Association.

Personals

About Members

DELMAR L. NELSON wrote and edited on a freelance basis the Phoenix (Ariz.) *Better Business Bureau Bulletin* which on June 13 won the Quin-Cleveland Award as the best all-around regularly published Bureau bulletin in the United States for 1954-55. Nelson is assistant city editor of the Arizona Republic, Phoenix.

FLOYD C. SHOEMAKER was honored by the Missouri State Senate recently on the fortieth anniversary of his work as secretary of the State Historical Society of Missouri. Dr. Shoemaker has served as director of the Society's work longer than anyone in a similar capacity in any other state, winning him the sobriquets of "Mr. Missouri" and "the dean of historical society directors in the United States."

BERT C. CROSS, a former newspaper reporter on the Spokane (Wash.) *Spokesman-Review*, has been appointed assistant professor of communications arts at Michigan State University. He will serve as an administrative assistant to Dean GORDON A. SABINE and will also teach subjects in journalism. Cross has been assistant professor of technical journalism at Kansas State College since 1952.



Richard S. Lewis and Marshall Field Jr.

RICHARD S. LEWIS won the Marshall Field award for excellence in work by *Sun-Times* editorial staff members for 1954. The \$500 cash award and bronze plaque were presented by MARSHALL FIELD JR., editor and publisher of the Chicago paper. The Chicago Newspaper Guild also gave Lewis its Page One award.

JIM ROE, managing editor of *Successful Farming*, has joined the agricultural department of the E. H. Brown Advertising Agency of Chicago. Roe had been on the editorial staff of the farm magazine for nine years and was managing editor since May, 1950.

VIC ROWLAND has been appointed manager of press relations for Capitol Records, Inc. He will also be editor of *Music Views* magazine, published by Capitol Publications, Inc. Rowland was campaign manager last year for the successful California State Controller, Robert C. Kirkwood.

WILLIAM J. BIRGE has left the Albuquerque (N. M.) *Journal* to join the Wichita (Okla.) *Daily Times* as reporter.

DR. DAVID P. BERGEN has been promoted to associate professor at the University of Oklahoma.

Chapter Activities

CENTRAL OHIO—New officers of the Central Ohio Professional Chapter are as follows: Brady Black, Columbus Bureau, Cincinnati *Enquirer*, president; William J. Oertel, executive secretary, Ohio Newspaper Association, vice president; Hart F. Page, Ohio State Medical Association, secretary, and Norman H. Dohn, Sunday editor, Columbus *Dispatch*, treasurer. Members of the board include: J. Charles Baxter, financial editor, Columbus *Citizen*; B. T. Johns, Ohio Bureau chief, Associated Press, Columbus; Harold C. Lisk, Eastern Regional manager, INS, Columbus; George A. Smallsreed, Sr., editor, Columbus *Dispatch*, and Hart F. Page.

CENTRAL PENNSYLVANIA—James R. Doran, editor of the Harrisburg *Patriot-News* Co. newspapers, was named president for the remainder of the year at the annual May meeting, held in conjunction with the Pennsylvania Press Conference at Penn State. He was chosen by the chapter directors to succeed Earl E. Keyser, editor of the Lancaster *Intelligencer-Journal*, who died of a heart attack May 11. To fill the vice presidency formerly held by Doran, the directors named Richard V. Wall, Harrisburg, public relations director of the state Chamber of Commerce. The chapter's new college journalism scholarship program, now being organized, was named the Earl E. Keyser Memorial Scholarship in memory of the chapter's second president who was a prime factor in getting it under way. Prof. Joseph H. Mader of Duquesne University told the meeting about the recent organization of Pennsylvania's second active Professional chapter in the Tri-State area. He also said the state's second Undergraduate chapter will soon be formed at Duquesne. Theodore A. Serrill, state SDX chairman, disclosed that work is under way to revive the Eastern Pennsylvania Professional Chapter—to be known as the Delaware Valley Chapter—before the end of the year.

KENT STATE—More than 100 awards to staff members of both the Kent *Stater* and *Chestnut Burr* highlighted the annual June publications banquet, arranged by the Kent State University Undergraduate Chapter. Speaker for the evening was Stanley E. Hart, editor of the Warren *Tribune Chronicle*. The Undergraduate chapter also sponsored the annual Rowboat Regatta, the last big all-University social event of the year.

LOUISIANA STATE—Matt Vernon, publisher of the Eunice (La.) *News* is shown with the Community Service Award, presented by the Louisiana State University Undergraduate Chapter. Considered the top newspaper award in the state, the award was won by the *News* for its fight for the right of the people of Eunice to have a voice in their local government, and more particularly, in the location of a hospital their taxes will build.



Matt Vernon



Seated, l. to r.: William P. Walsh and Richard V. Hyer, San Francisco *Call-Bulletin* staff members and winners of the 1955 national SDX award for distinguished general reporting; Standing, l. to r.: William Niefeld, chairman, dinner committee; Turner Catledge, managing editor, New York *Times*, and Gray Creveling, promotion manager, San Francisco *Examiner* and president of chapter.

NORTHERN CALIFORNIA—One hundred and twenty five newspapermen gathered for the May dinner meeting when Turner Catledge, managing editor, New York *Times*, was a guest of honor and speaker of the evening. His topic was "Opportunities in Modern Journalism." Other guests of honor included William P. Walsh and Richard V. Hyer of the San Francisco *Call Bulletin* staff who had just been named recipients of the 1955 national SDX award for distinguished general reporting. The chapter announced three \$100 scholarship awards to outstanding undergraduates at three San Francisco Bay region colleges. The awards went to James Bennison, University of California; Richard Meister, Stanford University and Robert L. Johnson, San Jose State College. Certificates of distinction and promise were bestowed on runners-up as follows: Carroll Clark and William Mackey, University of California; Larry Jensen and Robert Iacopi, Stanford University; Gerald E. Olsen, Simon R. Steinreich and James B. Eggert, San Jose State College. Berton J. Ballard is chairman of the awards committee.

KANSAS CITY—A trip down the Missouri River aboard the U. S. Army Engineers' inspection boat, the Sergeant Floyd, is planned for the September meeting of the Kansas City Professional Chapter. Another meeting in the offing was the annual Football session August 16. Invitations were extended to Don Faurot of Missouri, Chuck Mather of Kansas and Bus Mertes of Kansas State.

COLORADO—John F. Day, director of news, CBS, was scheduled as guest speaker for the July meeting. His duties at CBS include directing both radio and TV news coverage. Past activities of the chapter included providing judges for the state industrial editors magazines' competition.

(Continued from page II)

Burg, whose paintings are in 10 American museums, will also show and narrate one of his canvases.

Another spot of interest will be 22nd Street and the Gay 90's Red Light Area where Jim Collosimo, vice-lord, bootlegger, cabaret impresario and patron of the Grand Opera, once ruled. Collosimo was responsible for bringing Al Capone from New York to act as his bodyguard. Capone worked with John Torrio, also from New York, and the two are believed to have plotted Collosimo's death.

Moving south on the Outer Drive to the Museum of Science and Industry, the tourists will talk to Major Lennox Lohr, director. He will repeat the tour he gave Russian Foreign Minister Molotov who dropped in on his way to Moscow from the San Francisco UN's 10th anniversary.

Admiral Daniel V. Gallery, commander of the Task Force which captured the German submarine U-505, will conduct a tour through the sub which is displayed at the museum. The

sub's capture enabled the Navy to break the German radio code.

After a ride through the Lake Meadows Housing Project where acres of slums have been cleared and new apartments are under construction, and a visit to La Rabida Sanitarium, the heart hospital for cardia children, the tour will move to the University of Chicago.

There the visitors will be received by Lawrence A. Kington, chancellor. He and Harold C. Urey will tell the story of the first self sustaining chain reaction under the West stands of Stagg Field which led to the Atomic Bomb.

Budd Gore, Cleveland retail executive, formerly with the *Sun-Times*, and Bill Morgenstern of the University of Chicago's publicity office will assist with the story of the birth of the Atom Bomb.

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